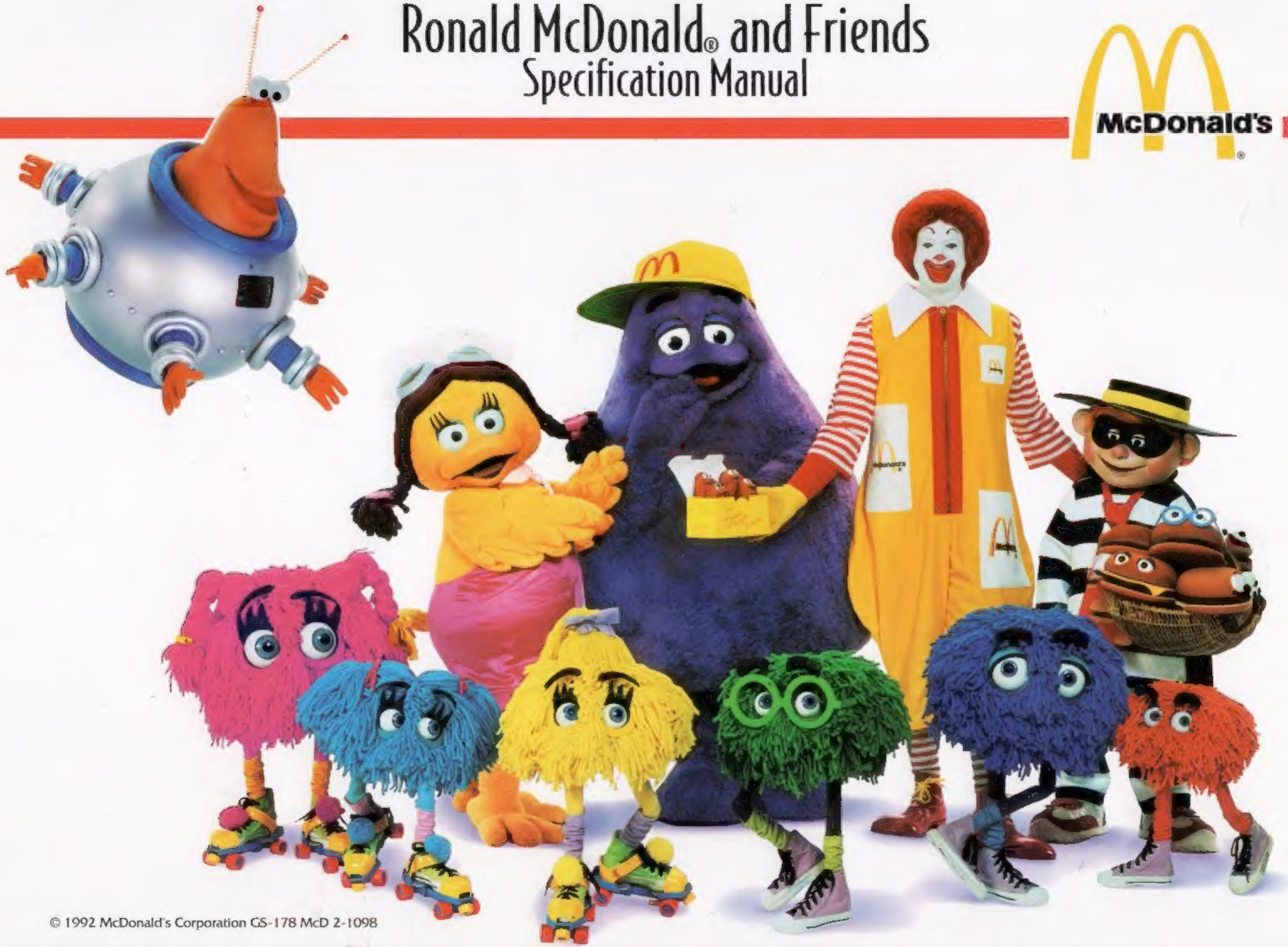
Ronald McDonald® and Friends
Specification Manual

McDonald's®



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RETURN TO: RICH SEIDELMAN - 28th FL.

The Fry Kids®

The Fry-Kids — Guys and Girls — are lovable, colorful fluff balls with eyes and legs and their main goal is getting a hold of everyone's French Fries.

Sometimes their approach is direct — they'll just grab the fries (saying "Thank You", of course) and run away giggling to enjoy their treat. Sometimes they're subtle, inventing contests with fries as the prize (and bending the rules so they're sure to win). Whichever, they can't help themselves, they just love fries!

But Ronald always catches them, then gently reminds them that taking things is a no-no, and makes them return the fries. And then he shares some with them as a gesture of friendship.

Fry Kids are like kids everywhere. They're active and into everything. They should be shown running, dancing, jumping, skating, etc.

They're usually in a group. There are three boys and three girls, of different sizes and colors. However all needn't be seen at the same time. And both Guys and Girls can wear contemporary accessories like headbands, hats, leg warmers, sneakers, or skates.

Ronald McDonald®

Ronald McDonald is much, much more than just a clown. He's a truly original character. He's magical. Funny. Smart. Friendly. Caring. And most of all, the best pal a kid could imagine having.

Ronald's the unofficial leader of the McDonaldland gang. He initiates most of the adventures and gets everyone together. If setbacks happen, Ronald comes up with clever, funny magical solutions. And he never acts as a glum, adult authority figure.

Ronald's expression is happy; he sees the bright side of things. He gets surprised but not overwhelmed (at least not for long). He's not a frowner, sad or angry. To Ronald, life is wonderful.

Alone or with his friends, Ronald should be shown having fun and being happy — exploring fantasy places, making music, driving neat vehicles and so on. (Ronald's never shown in any real danger.) Ronald can wear things like hats, scarves, kneepads, but his costume must never be totally covered.

When Ronald's with only one friend, the situation might relate to that particular friend's personality; for example, Birdie could be teaching him to fly. However in most instances, whether with one friend or many, the scenario is about having fun.

When he speaks, Ronald's friendly, fun, positive and easily understood by 2-7 year olds.

Ronald is never a salesman. He must never be used to directly encourage kids to visit McDonald's or try a product or premium. Ronald McDonald represents pure fun!

Ronald McDonald®

3/92

Ronald McDonald

Black	Eyebrows, outline around nose and mouth, logo word McDonald's, tear triangles under eye
White	Face, stripes, teeth, collar
McD-106	Gloves, jumpsuit, shoelaces, logos
McD-138	Hair, zipper, stripes, shoes, nose, mouth, forearm of glove

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The Hamburglar®

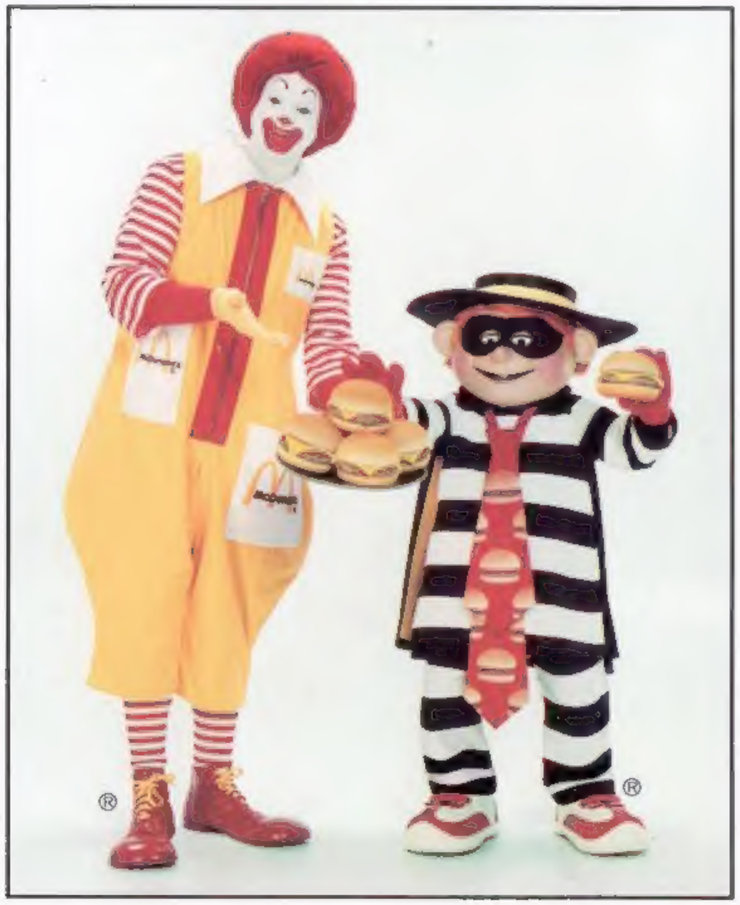
Hamburglar is a fun-loving prankster and McDonaldland's resident mischief maker. He loves McDonald's hamburgers and cheeseburgers more than anything and will do almost anything to get one. He never does anything more devious than taking burgers while distracting their owner, but his constant antics cause all sorts of problems. However, everyone tolerates him, because they know he can't control his love for McDonald's hamburgers. And he never gets away with his tricks because Ronald always stops him. And then, as a gesture of friendship, Ronald shares with Hamburglar.

Ronald treats Hamburglar as a friend, and he joins the others in McDonaldland adventures.

Hamburglar can be shown as either sneaky or having fun with the gang. When sneaky, he's still non-threatening and mischievous. With the group, he's just enjoying himself.

Hamburglar always wears his cape, hat and striped outfit. Additional clothing may be things like kneepads, roller-skates, earmuffs, or a hat on top of this hat, etc.

Hamburglar doesn't speak in sentences. He says "robble, robble" with an occasional key word like "cheeseburger" thrown in.



The Hamburglar

Black	Hat, exterior of cape, stripes, pupils, interior of mouth
White	Stripes, eyeballs, shoes, tooth
McD-104	Hatband, interior of cape
McD-122	Burger buns on tie
McD-126	Hair
McD-131	Skin
McD-133	Blush
McD-139	Gloves, tie, shoes, shoelaces
McD-150	Hamburger patties

Black White McD-104 McD-122 McD-126

McD-131 McD-133 McD-139 McD-150

Birdie the Early Bird®

Birdie is a bright, perky, enthusiastic character who loves getting up early to start the day with breakfast at McDonald's.

Birdie is always cheerful and optimistic. No matter what, she sees the bright side of things. She's always smiling and happy. Naturally, she loves to fly. However, she doesn't land very well and ends up (unhurt) in a heap on the ground. But from sports, to dancing, to exercising to flying, whatever birdie does, she does it with lots of energy and enthusiasm.

When she's with Ronald, she can be shown teaching him to dance or fly or exercise. Or Ronald can help her skate or push her on a swing.

When Birdie's with the other characters, she either plays with them or cheers them on.

Birdie can be shown with contemporary , feminine props like leg warmers, head bands — anything that doesn't cover her basic costume.

Birdie speaks in a perky fashion. "You betcha", and "Rise and shine!", express her positive attitude towards life.

Birdie the Early Bird

Black	Eyelashes, pupils, interior of mouth
White	Eyeballs, goggles, scarf
McD-107	Body, head, wings, logo
McD-108	Beak, legs, feet
McD-134	Tongue
McD-135	Hairbows, coveralls
McD-141	Hair
McD-171	Eyelids

CosMc®

CosMc is a six-armed Outer Space alien, who's part vehicle, part creature. All his creature parts -- head, arms (any or all of the six) and legs pop out of his vehicle part when he's on the ground. In the air, CosMc's mostly vehicle (a round Sputnik like object), occasionally popping his head out for a comment or his arm(s) out to grab something.

CosMc's fun-loving and wacky. Being not of this planet, he misunderstands most of Earth's customs and language. That causes enjoyable chaos when he's around. CosMc takes Earth words literally. If Ronald says "Get the door, please" CosMc comes back carrying the door. CosMc talks to plants and bushes. Ronald tries to straighten him out, but the explanations don't stick for long. In spite of the confusion, Ronald and the others enjoy CosMc's company.

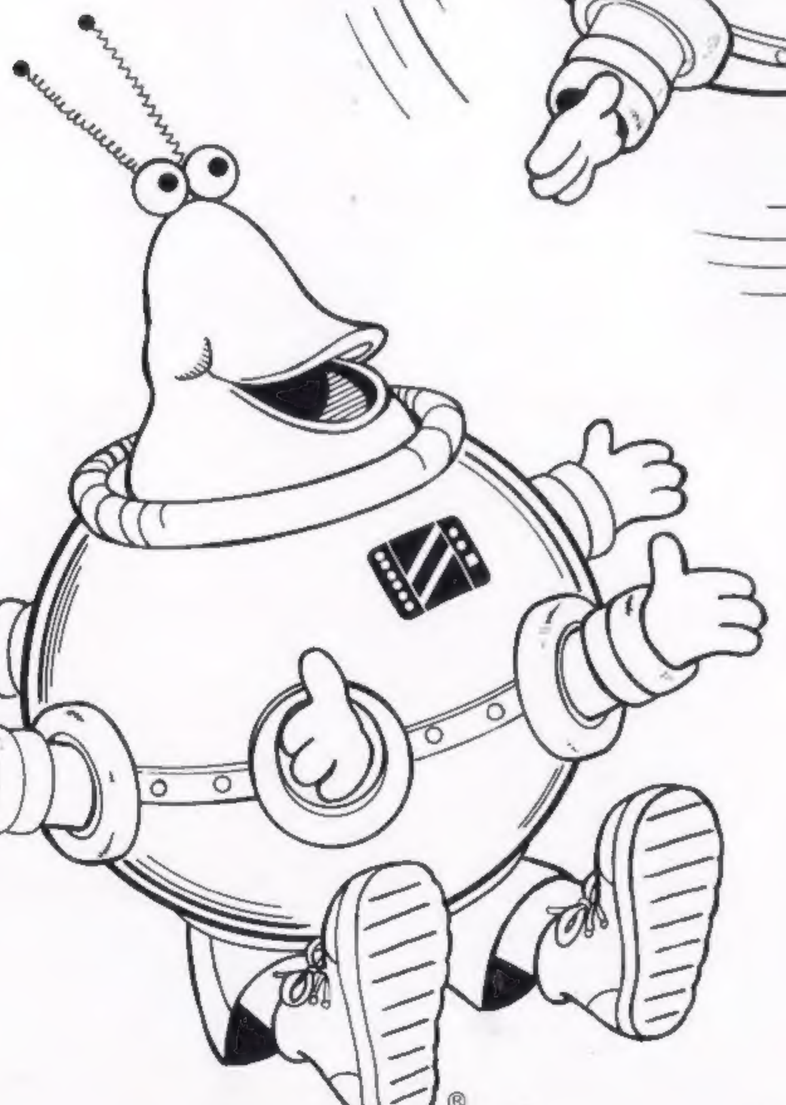
One thing CosMc definitely understands is McDonald's food. He tries to get all six of his hands on some whenever he can.

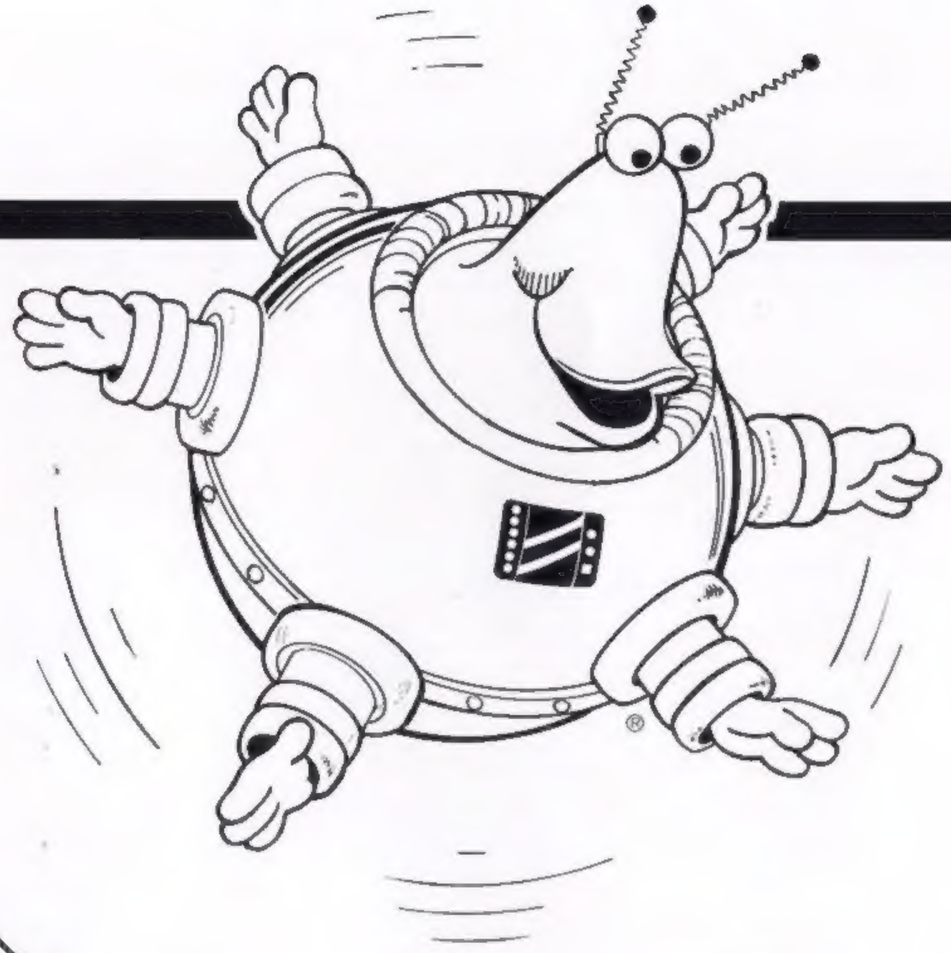
CosMc's active and should be shown in active situations like dancing, flying, skating, performing. Or he can react to Earth objects in his own peculiar fashion. If he wears additional wardrobe, it should not obscure his basic shape.

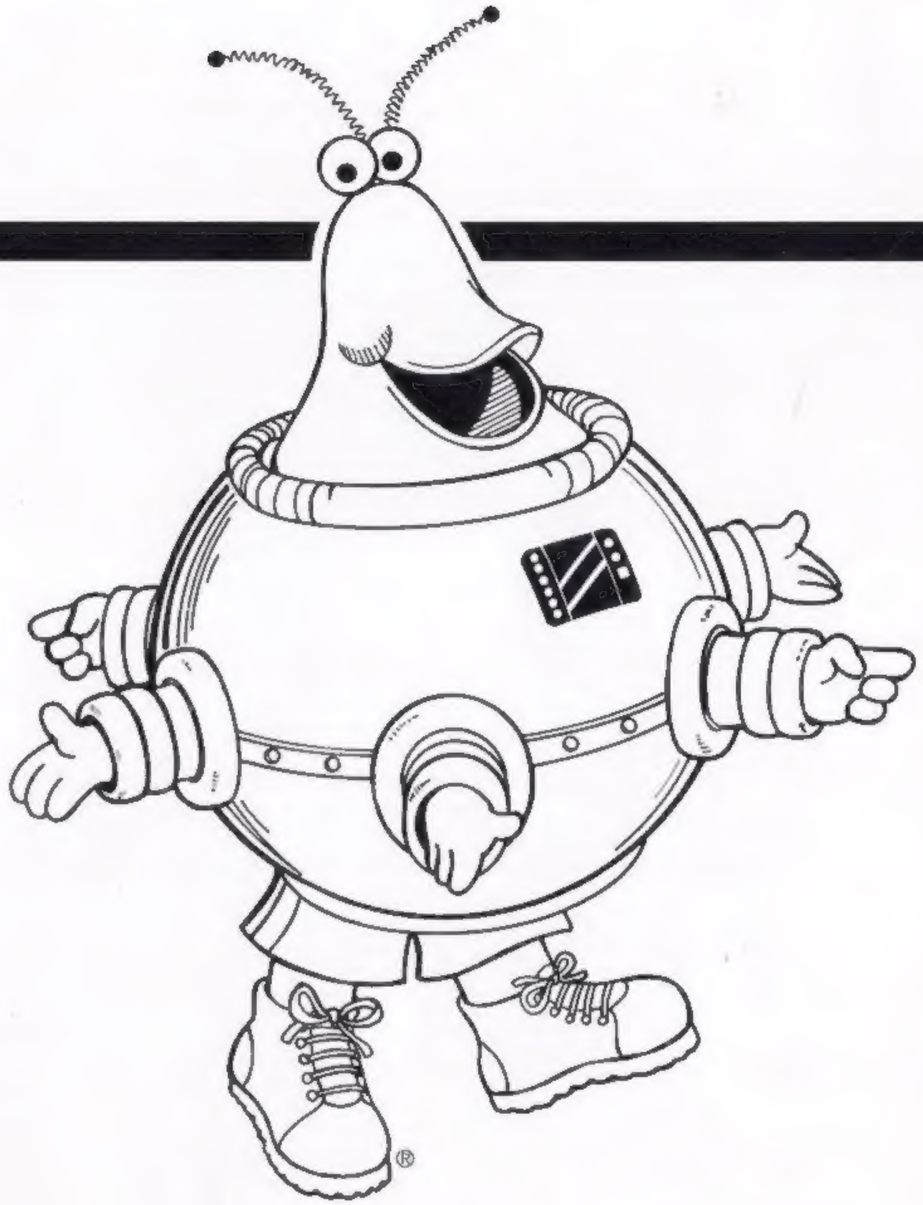
CosMc's speech is a hip and unique mixture of Earth slang (both old and new) and weird electronic sounds.

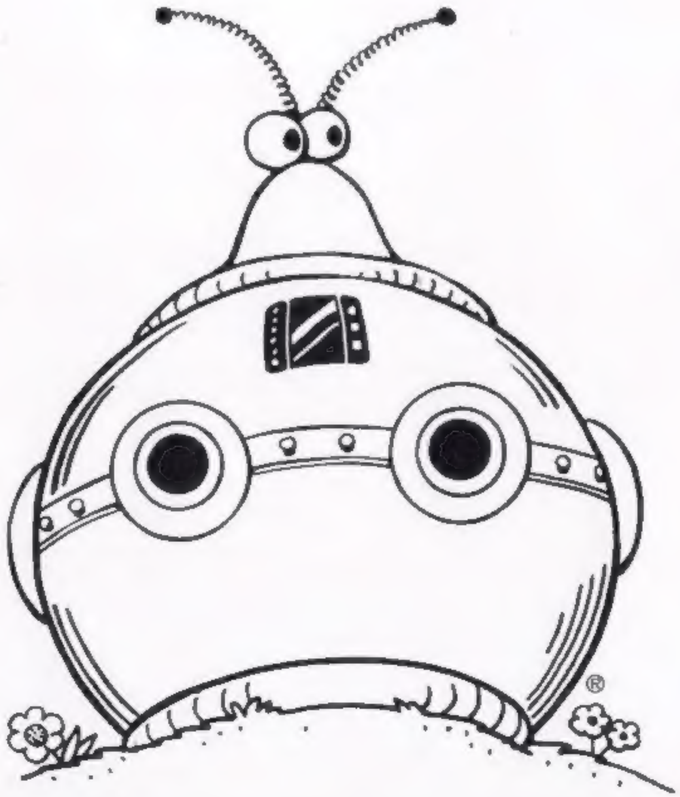
Whether with Ronald or the other characters, CosMc should be having fun, even if he's causing problems for somebody else.

CosMc









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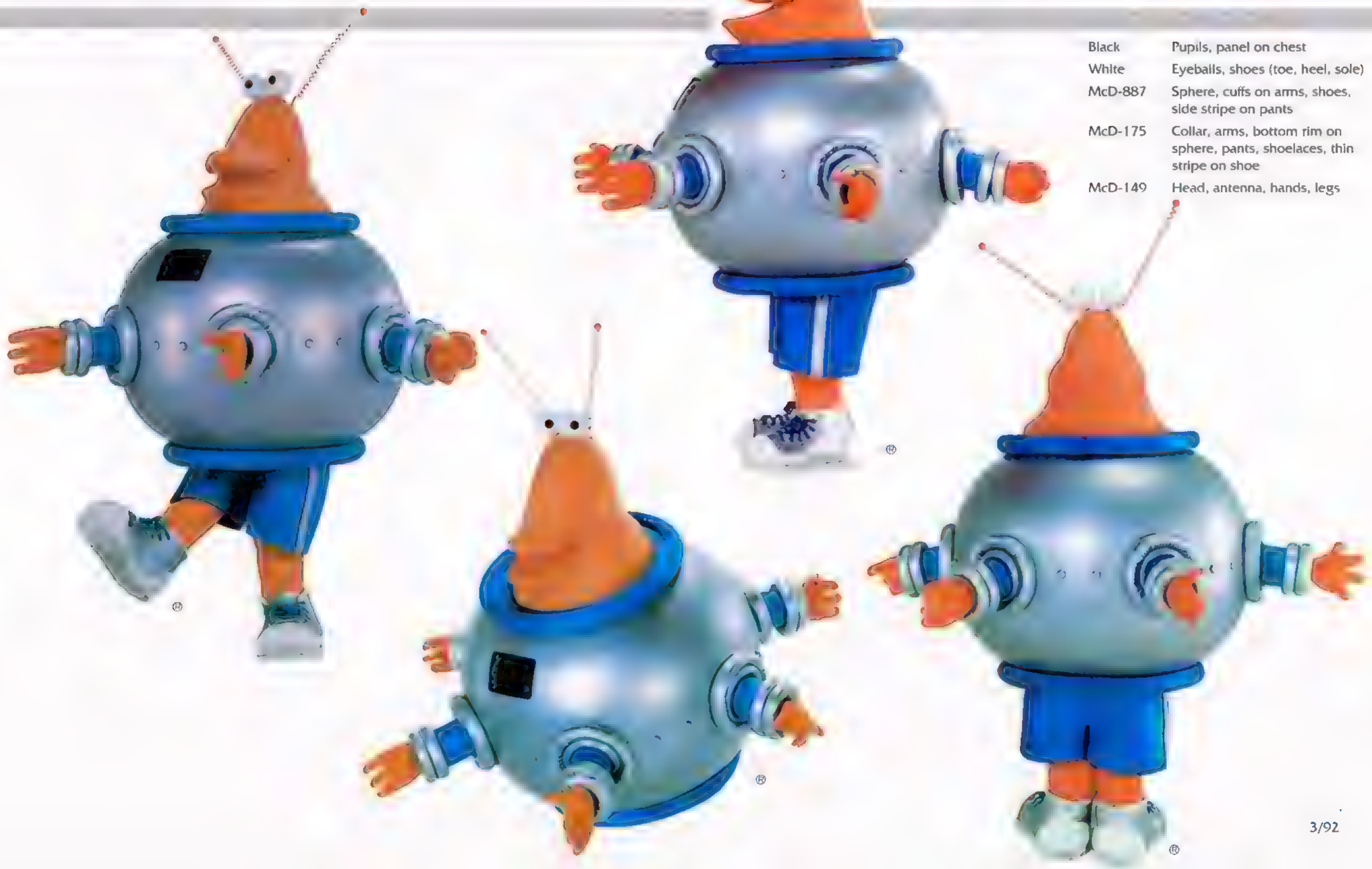
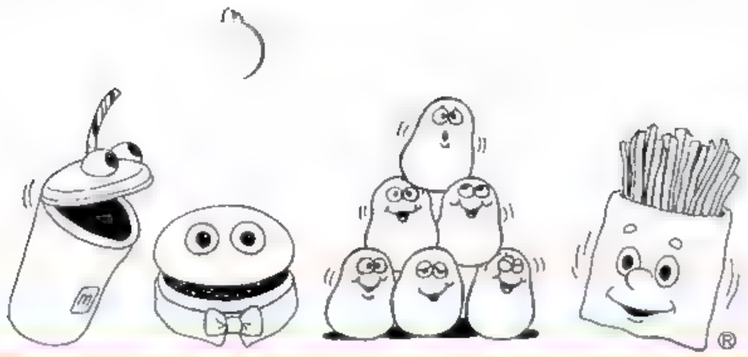
CosMc

Black	Pupils, panel on chest
White	Eyeballs, shoes (toe, heel, sole)
McD-887	Sphere, cuffs on arms, shoes, side stripe on pants
McD-175	Collar, arms, bottom rim on sphere, pants, shoelaces, thin stripe on shoe
McD-149	Head, antenna, hands, legs





The McNugget Buddies® and Happy Meal® Guys

The McNugget Buddies are wacky little characters who love jokes (even bad ones), puns and getting the best of Ronald.

McNugget Buddies really enjoy dressing up and acting out stories in sets scaled to their small size. When they speak, their vocabulary suits the story, from a flowery fairy tale to an Old West saga. When Ronald is with them, he towers over their little world. He can also pick them up and carry them around.

Considering they have no arms or legs McNugget Buddies can do amazing things — skate, jump, walk, play sports, exercise, hold anything they want — whatever anyone else can do, they can do.

There are unlimited numbers of McNugget Buddies; however, when representing part of a McNugget Happy Meal, four should be shown in the packaging.

The McDonald's Happy Meal Guys represent the Hamburger, Cheeseburger, or Chicken McNuggets, Fries and Soft Drink in a McDonald's Happy Meal. But they don't think of themselves as food and neither does anyone else in McDonaldland. Instead, they're happy-go-lucky pals who get a bang out of putting one over on Ronald, setting him up with puns and pranks.

In spite of their size and shape, they can do almost anything — walk, jump, play musical instruments, skateboard, dance, etc. They always have fun and invite Ronald and the others to join in.

Happy Meal Guys are shown together and can wear clothing and accessories if it doesn't hide their basic form or identity. No real food is ever shown near them.

The McNugget Buddies® and Happy Meal® Guys

Black | White | McD-109 | McD-121 | McD-123 | McD-125 | McD-136 | McD-151

SOFT DRINK

Black	Pupils
White	Cup, lid & eyeballs
McD-109, McD-136, White	Straw
McD-109, McD-125, McD-151	Logo designs
McD-136	Interior of mouth

HAMBURGER

Black	Pupils
White	Eyeballs, collar
McD-125	Bow tie
McD-151	Hamburger patty, logo design on collar
McD-123	Hamburger bun

FRENCH FRIES

Black	Pupils, interior of mouth
White	Package, eyeballs
McD-109, McD-125, McD-151	Logo designs (3 colors)
McD-109	Fries

McNUGGET BUDDIES

Black	Pupils, interior of mouth
White	Eyeballs
McD-121	Body and eyelids

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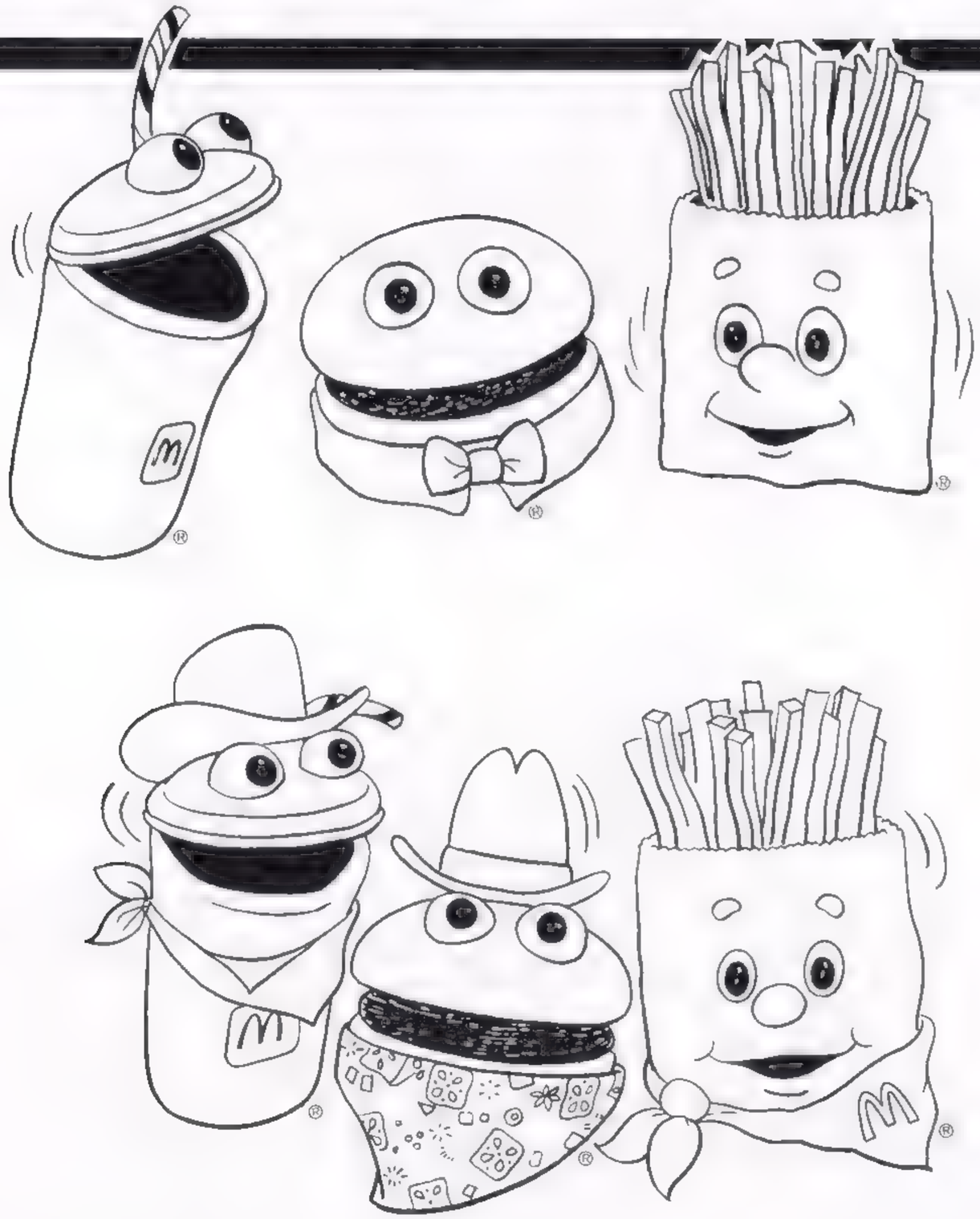
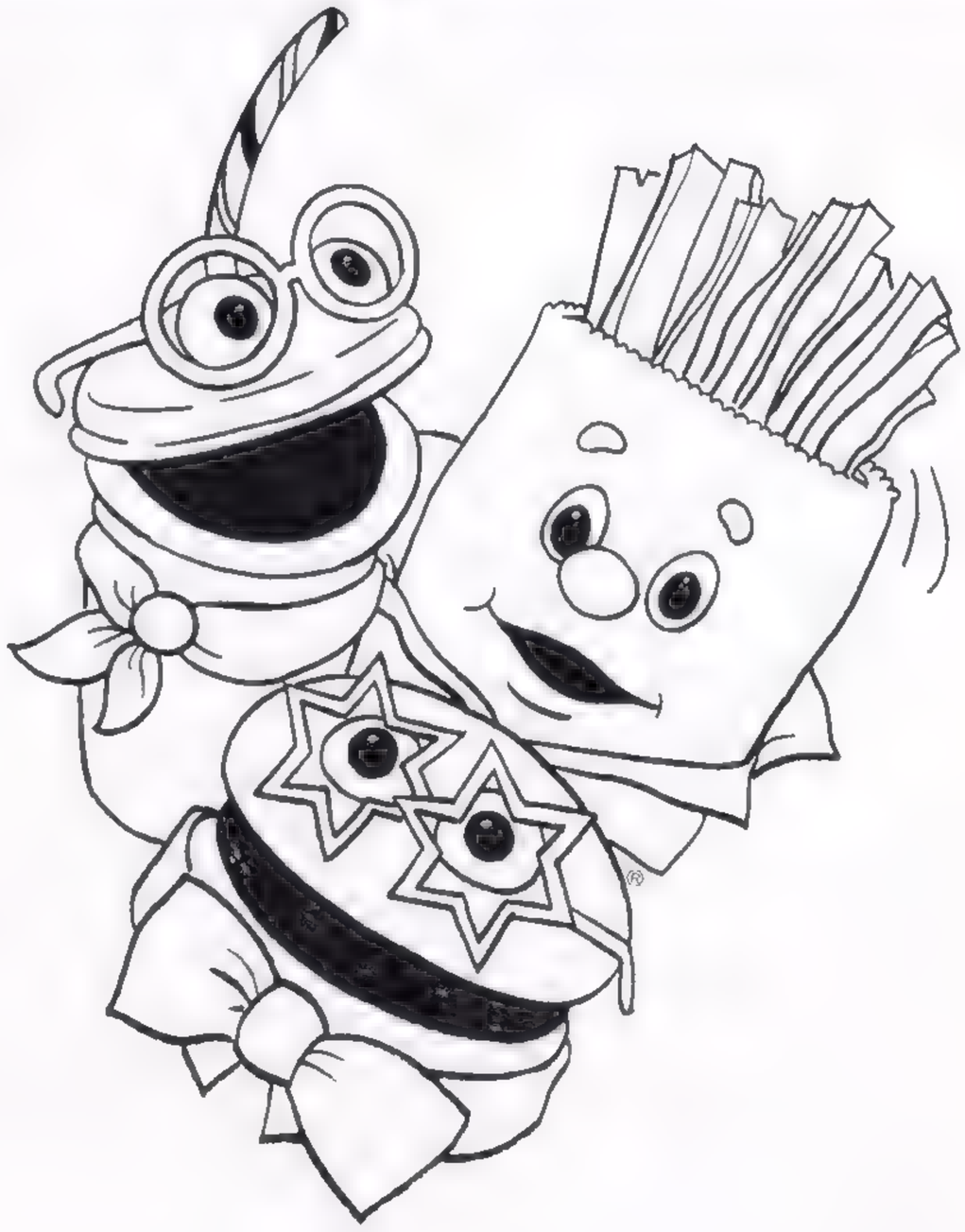
The Happy Meal® Guys





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The McNugget Buddies®

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The Hamburger/Cheeseburger Chorus

These burgers, with or without cheese, are also residents of McDonaldland. They're fun-loving, musical and enjoy interacting with everyone else around. They're not active; they don't dance or skate or play sports. They can be seen in sleds or wagons, etc. And they do pop up when needed to join Ronald and the gang (as observers) for a song or two. Sometimes Hamburglar makes off with some of them, overcome by his love for McDonald's burgers in any form. But these guys aren't food, they're friends, and Ronald inevitably comes to the rescue.

They can wear hats, scarves, glasses, etc.

Black	Pupils	McD-123	Hamburger buns, eyelids
White	Eyeballs	McD-151	Hamburger patties
McD-108	Cheese		

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Grimace®

Grimace is a big, loving, fuzzy purple fellow who's Ronald McDonald's best friend. He's sure Ronald is the world's ultimate authority on everything. While Grimace loves all McDonald's foods, he's absolutely crazy about milkshakes.

Grimace is very enthusiastic and eager to try new things. His joyous spirit helps everyone overlook the fact he's a little slow and clumsy sometimes. (And often confused about what's really going on.)

But clumsy or not, Grimace loves being active — playing sports, skate boarding, jumping, dancing, etc. Grimace can be shown doing things incorrectly, but never anything that's dangerous. (He can skate-board with boards on both feet, or hold the wrong end of a baseball bat but he wouldn't go bungee jumping.)

Grimace can wear items related to the activity shown, like Hawaiian shirts, nightshirt and bunny slippers, sweatbands, running shoes, headphones. But never anything which would disguise his basic shape or color.

And Grimace always joins in the fun with a happy, cheerful expression.

Grimace uses simple words and speaks slowly and carefully. He has an incredibly infectious laugh.

3/92

McDonaldland®

McDonaldland is where Ronald McDonald and all his friends live. It's a wonderful, magical place where everything's always fun. McDonaldland is colorful and filled with very unusual items — like trees that dance when Ronald plays music. Or clouds that can be used as trampolines. The homes and other buildings in McDonaldland are imaginatively designed and reflect the personalities of the characters, i.e. Birdie lives in a treehouse and Hamburglar in a home shaped like a burger. Since lots of McDonaldland activities take place outside, there are plenty of parks and playing fields. In fact, McDonaldland comes in any shape and style that's interesting and fun to be in. It's even exotic sometimes, with mountains, jungles and outerspace areas. They're all parts of McDonaldland. And nothing in McDonaldland is harmful, there are no sharp edges or truly dangerous areas. And naturally, a McDonald's restaurant is a very popular part of the place. Everything in McDonaldland is clean and a pleasure to be around. And everyday in McDonaldland is like a holiday, because any minute Ronald McDonald will show up to make the fun begin. Naturally, real boys and girls love visiting him in McDonaldland. The kids always represent a mixture of all races within the 2-7 age group. Adults rarely come to McDonaldland; they're there only when absolutely necessary (as authority figures such as policemen).

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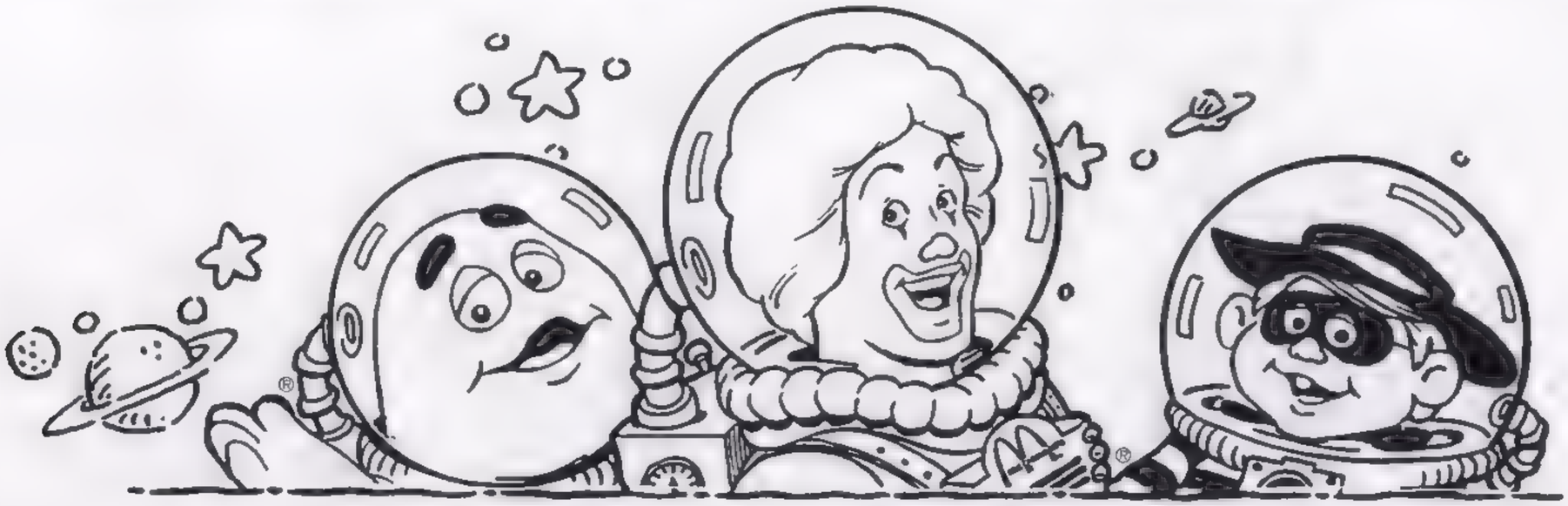
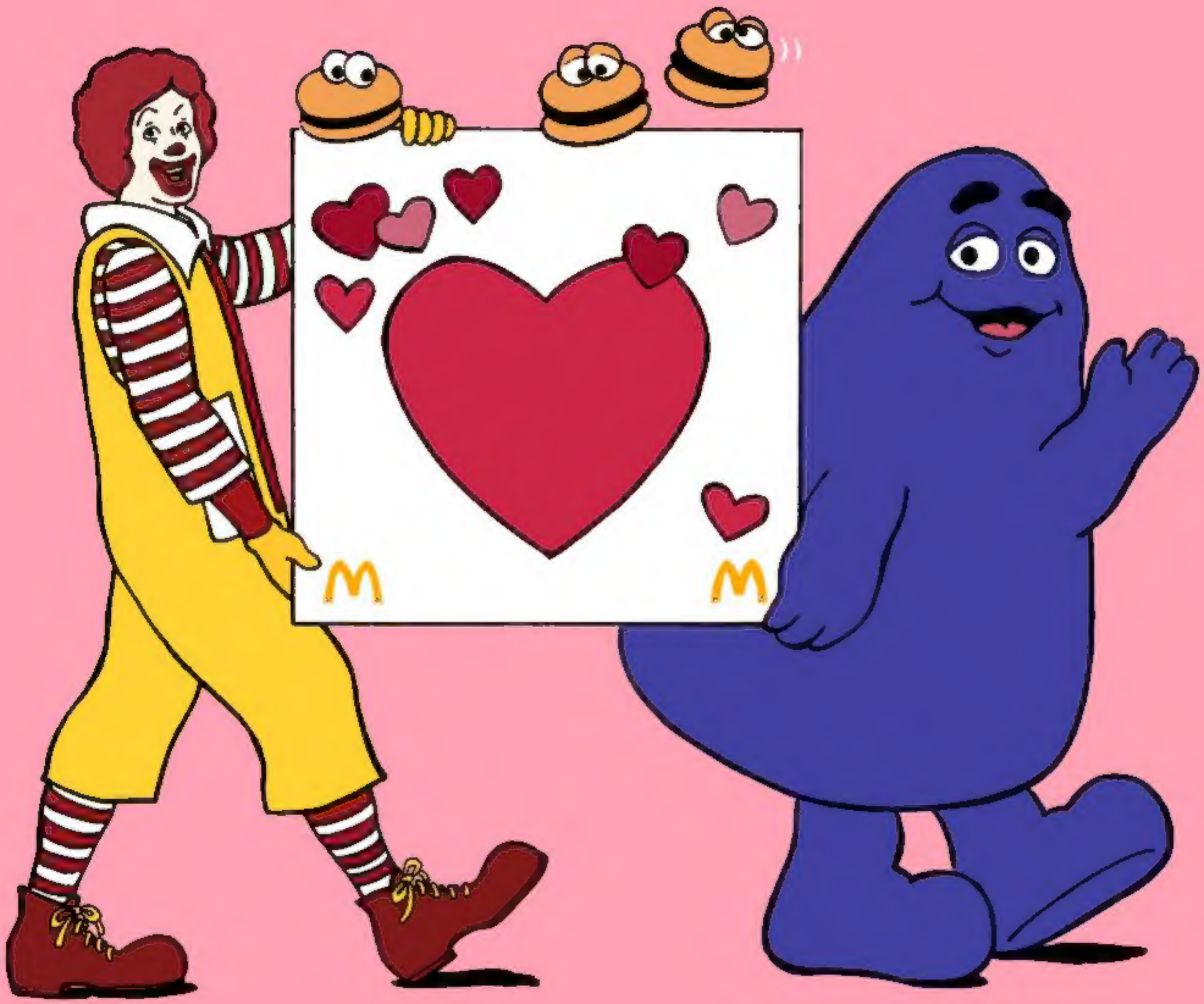
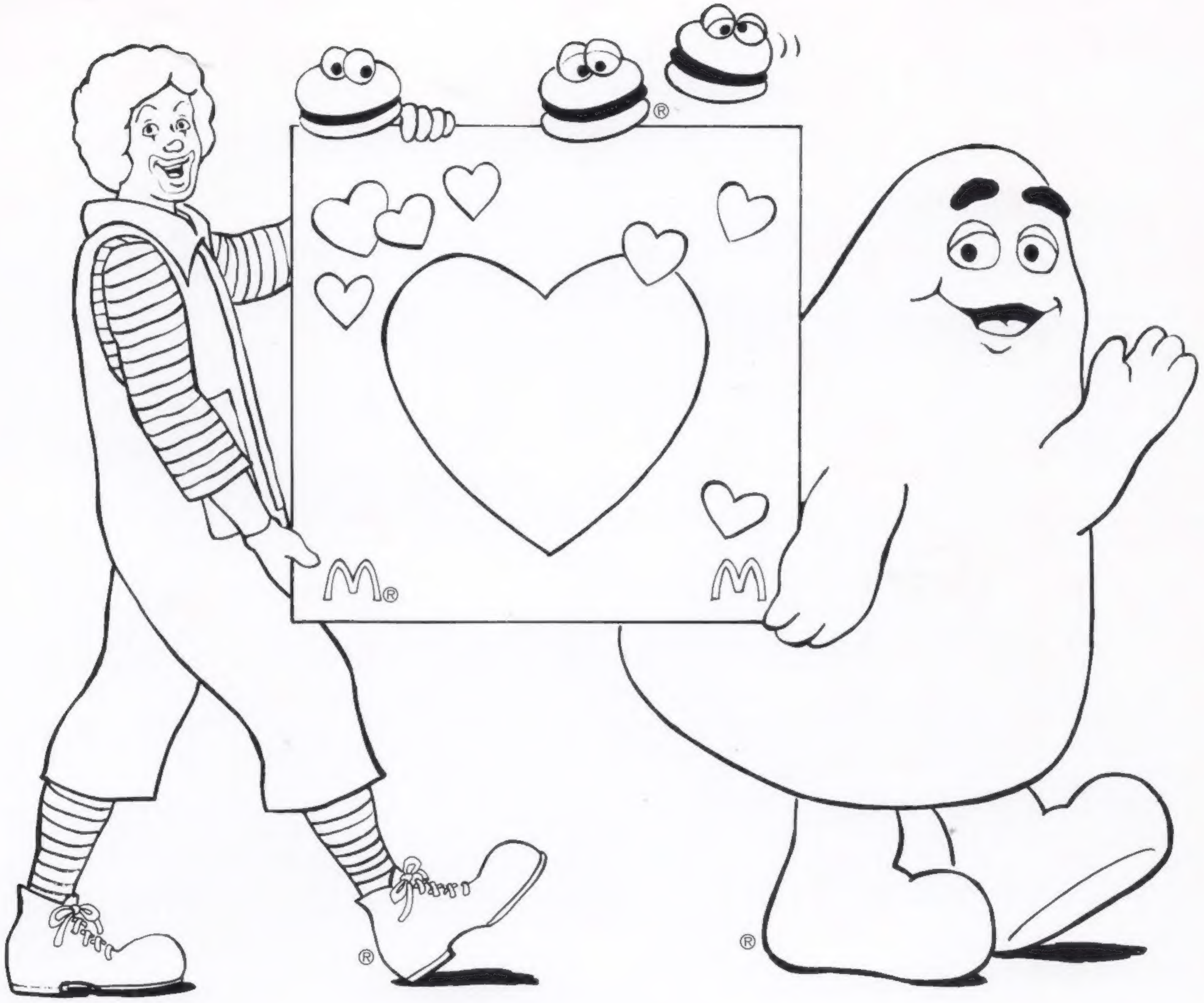
Grimace

Black	Eyebrows, pupils, interior of mouth
White	Eyeballs
McD-137	Tongue
McD-165	Eyelids
McD-164	Fur

HAPPY
BIRTHDAY!







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